

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning on page 16, line 6 and ending on page 16, line 11 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

During a step 166, a notification is provided regarding the rule. The notification can be in any form or format. If the method 160 is implemented by an entity or device on behalf of one or more buyers, sellers, marketplaces, etc. conducting transactions ~~of~~ or otherwise involved in transactions, the notification provided during the step 166 may be sent to one of those parties involving them of a rule to be used with a particular transaction.

Please replace the paragraph beginning on page 17, line 14 and ending on page 17, line 28 with the following amended paragraph marked up to show changes made relative to the immediate prior version:

In addition to the methods 100, 120, 160 and 180 discussed above, other possible implementations of the method of the present invention are also possible. For example, a method for conducting or otherwise facilitating a transaction might include associating a plurality of rules with a respective plurality of entities in a manner similar to the step 102; receiving a notification of a transaction involving one of the plurality of entities; determining one of the plurality of rules that is associated with the transaction in a manner similar to the step 106; and providing a notification of one of the plurality of rules. As another alternative example, a method for conducting or otherwise facilitating a transaction may include associating a first rule governing a first transaction with a first entity and a second rule governing a second transaction with a second entity in a manner similar to the steps 122, 124; receiving a notification of the first entity conducting the first transaction; and applying the first rule when the first entity conducts the first transaction. In addition, the method might include receiving a notification of the second entity conducting the second transaction; and applying the second rule when the second entity conducts the second transaction.